

I am a Personl Manager in the music industry and I am concerned about the consolidation of our media and its impact on the local communities in our country.

I have managed numerous multi platinum artists as well as many developing artists.

Local programming is the reach of the local signal-syndicating programming or broadcasting in multiple markets. It is essential to the community having representation in the media.

I don't believe all programming has to be local but the community has to be represented on the air-e.g. local air talent who are active in the community, locally produced programming, music from the area etc.

Music is a local "product" as is original TV programming. Even local businesses advertising are important. Local music needs airtime not paid for by the 4 major labels for our industry to survive as an original form of human expression as opposed to a product created for national tastes.

stations must be involved in local events. They exist to serve their community first-from that they should gain revenue.

Payola is institutional these days. Record companies provide financial rewards to stations that support their records. Paying for "promotions" is the easy example. Indie promo exists to serve the needs of the stations and their decision makers. Need court side seats to the basketball game? Your kids school supported? A guaranteed job or "consultancy" if you're fired? Stick with me and add my records!

simply, this is a cancer on our soul. It closes the door to local artists, beginning artists and anyone without the major financial clout of the major. And the major is controlling what the public hears by deciding what records in their own releases will be supported. Independent record companies cannot compete because they are not able to A. Push the "million dollar" button. or B. Support the indie promoters on a weekly basis, thereby losing in the battle of influence peddling.

Either radio is local or national. I pay for XM which I know is national but my DJ on my local station better live there or I am being deceived. The concept of radio to serve the local community is being destroyed by the concentration of wealth and the centralization of all that made radio able to serve the local community.

Voice Tracking is only OK if the station does not pretend to be local. I know Howard Stern is not local and I have the choice to not listen to his lowest common denominator slime.

National playlists also destroy the concept of radio as a community service. Let it be clearly identified as such as in the "Weekly top 40".

